

PRESENTS A STUDY ON

IMPACT ON PEOPLE'S MENTAL WELLBEING DUE TO COVID IN INDIA





HEAL





research OBJECTIVE

To understand the effect of COVID on people's mental wellbeing during the pandemic and the remedial measures they followed to maintain a positive state of mind.



RESEARCH SETUP



Audience identifiers enabled to understand geo, demography, income brackets, interests, intent, & browsing patterns

RESEARCH COVERAGE



IMPACT OF THE PANDEMIC ON PEOPLE'S MENTAL WELLBEING

Most respondents felt the ongoing pandemic has adversely affected overall mental wellbeing of people in general. And 65% of the respondents said the pandemic has impacted their mental wellbeing in some way.

81% of respondents said that they relied on some coping mechanism to maintain a positive mindset and overcome any impact on their mental wellbeing during COVID.





Respondents stated 'Students' as the group most vulnerable to have an adverse impact on their mental wellbeing during the ongoing pandemic



KEY TAKEAWAYS & INSIGHTS

ZONES



82% (vs 65% overall) of respondents from Western states say that their mental wellbeing is adversely impacted during the pandemic.

Respondents from South cited financial stress as the top reason for the impact on their mental wellbeing. AGE-GROUPS



GenZ respondents had lower impact on their mental health (compared to millennials). They cite the bleak job market as the top reason for mental distress.

67% Millennials say they had a negative impact on their mental wellbeing during the pandemic and cite financial stress as the major cause for it.

Millennials seem to be better prepared to negate the impact on their mental wellbeing citing reading as the top remedy, while a third of GENZ respondents had access to no coping mechanism even when mentally distressed.

URBAN Vs RURAL



Urban dwellers seem to be more impacted by COVID, than their rural counterparts. They also seem to have more coping mechanisms.

Rural India cited financial stress as the major cause of mental distress and struggled to find ways to mitigate the effect of COVID on their mental health.



SAMPLE & AUDIENCE SPLIT

The majority (89%) of respondents belonged to the age group of 18-34 years. Rural population made up 32% of the sample while 68% came from urban areas. In terms of zones, 25% of the respondents come from South India, 32% come from North, 15% come from East zone and the rest 28% come from West zone.



RESEARCH FINDINGS

8



Has COVID adversely impacted the mental wellness of people?



MAJORITY OF THE RESPONDENTS AGREE THAT COVID HAS ADVERSELY IMPACTED PEOPLE'S MENTAL WELLBEING

A fifth of respondents strongly agree while one in three agree that Covid has impacted mental wellness of people.

More than a fifth of the respondents believe that the pandemic has no effect on people's mental wellbeing while the rest 21% aren't sure.



Did you ever feel an impact on your mental wellbeing due to COVID?



65% OF RESPONDENTS FELT AN IMPACT ON THEIR MENTAL WELLBEING DUE TO COVID

A quarter of the respondents say that they had a high impact on their mental wellbeing due to Covid, while 22% cite slight impact and 18% people had moderate impact on their mental wellbeing.

One in three respondents believe that they had no impact on their mental wellbeing due to Covid

QIOSC@P

How do you take care of your mental wellbeing during this ongoing pandemic ?



READING BOOKS AND COMMUNICATING WITH FRIENDS OR FAMILY ARE THE MOST FOLLOWED REMEDIAL STEPS

Of the respondents, 59% tried to overcome any impact of the pandemic on their mental health on their own by indulging in individual activities like exercising, reading books, or other hobbies.

One in four respondents reached out to their friends and family members to talk about their issues.

19% of respondents said that they had mental wellbeing issues but couldn't take care of it.



My mental wellbeing was impacted during this pandemic because of..



FINANCIAL STRESS FOLLOWED BY MEDIA & NEWS WERE MOST CITED AS THE REASONS OF MENTAL STRESS

Fear of getting a COVID infection was the least cited reason impacting mental wellbeing by the respondents.



According to you, which professions were more prone to mental health issues during COVID times?



STUDENTS ARE THE MOST AFFECTED CATEGORY FOLLOWED BY DAILY WAGE WORKERS

One in four respondents believe that students are most vulnerable to mental stress during the pandemic, while a quarter of the respondents say daily wage workers are mostly affected community.



GET INTO THE SEGMENTS REGIONS



RESPONDENTS FROM THE WESTERN STATES FACED MORE IMPACT ON MENTAL WELLBEING DUE TO COVID

Respondents from Southern and Northern states have faced more financial stress during the pandemic than other zones but report less impact on mental health overall.

People from eastern states faced more job-related stress than other states which led to mental health being impacted. Respondents from southern states cited financial stress as the top cause of mental wellness being impacted. Overall, respondents from southern states have minimal impact on their mental wellbeing due to COVID.





SOUTHERN AND WESTERN INDIA STRUGGLED MORE TO MAINTAIN POSITIVE MIND HEALTH DURING PANDEMIC

Respondents from Northern states believe that communicating and taking help from close friends and relatives and reading helps to maintain positive mental health state, while those in East zone relied on books & hobbies, and those in West, indulged in hobbies to cope up. A third of the respondents from South India said their mental wellbeing is impacted but they are not able to take care of it.

Respondents from East, South, & West reported that students were the most affected category followed by doctors, while people in North believe the biggest sufferers to be the daily wage workers.



How do you take care of your mental wellbeing

- I have been affected and not been able to take care of my wellbeing
- wellbeing
 By communicating and taking help of close friends and family members
 By indulging in creative hobbies
- , . . .
- By reading books
- By exercising

According to you, which professions were more prone to mental health issues during COVID times?



Doctors

Daily wage workers



GET INTO THE SEGMENTS RURAL VS URBAN



MORE URBAN THAN RURAL POPULATION FACED AN ADVERSE IMPACT ON THEIR MENTAL WELLBEING. FINANCIAL & JOB-RELATED STRESS WERE SLIGHTLY BIGGER REASONS FOR THE IMPACT IN RURAL RESPONDENTS

45% of the Rural and 41% urban respondents agree or strongly agree that COVID has adversely impacted mental wellness of people. When asked about personal experience, more Urban than Rural respondents believe their mental wellbeing has taken a hit during the pandemic

Financial stress was a slightly bigger reason from rural (31%) audience than in urban (24%) population for the impact on their mental wellbeing.



The pandemic has adversely impacted the





My mental wellbeing was impacted during this pandemic because of..



- Anxiety of getting COVID infection
- Job related stress
- Financial stress
- Loss or illness in my close family and friends.
- Media and news



URBAN INDIANS MAINTAINED POSITIVE MENTAL STATE BY INDULGING IN VARIOUS ACTIVITIES WHILE RURAL POPULATION STRUGGLED TO COPE

31% of respondents from Rural India say that their mental wellbeing was affected during the pandemic, and they couldn't take care of it while 22% say that they coped up by communicating with close ones. As per the rural respondents, doctors were more prone to mental health issues than others, while urban India believes that it was students who were most affected.

14% 31% 17% 22% 26% 19% 18% 17% Urban

How do you take care of your mental wellbeing during this ongoing pandemic ?

Rural

I have been affected and not been able to take care of my wellbeing

- By communicating and taking help of close friends and family members
- By indulging in creative hobbies
- By reading books
- By exercising

According to you, which professions were more prone to mental health issues during COVID times?





GET INTO THE SEGMENTS AGE-GROUP



25–34-YEAR-OLDS NOTE SLIGHTLY MORE IMPACT ON THEIR MENTAL WELLBEING DURING THE PANDEMIC

More Millennials faced impact on their mental wellbeing than 18-24 years olds. 47% of the GenZ respondents say that they had no adverse impact on their mental wellbeing due to COVID. They also put job related stress over financial stress as the major reason for their mental stress while Millennials cite financial stress as the top cause to impact their mental wellbeing.



- Loss or illness in my close family and friends.
- Media and news



ONE THIRD OF THE GENZ RESPONDENTS STATED PRESENCE OF NO COPING MECHANISM EVEN WHEN MENTAL WELLBEING WAS IMPACTED

29% Millennials cited reading books as the coping mechanism to stay mentally positive during the pandemic whereas 21% said indulging in other creative hobbies helped. Both age groups felt that students were the most vulnerable group to experience mental wellbeing issues.



How do you take care of your mental wellbeing during

18-24 25-34
I have been affected and not been able to take care of my wellbeing
By communicating and taking help of close friends and family members
By indulging in creative hobbies
By reading books

By exercising

According to you, which professions were more prone to mental health issues during COVID times?



Working professionals

Entrepreneurs

Small business community Students

Doctors

Daily wage workers



AROSCOP CONSUMER INSIGHTS SOLUTION SUITE



Aroscop Ask1 is a Consumer Insights tool specifically designed to identify a micro cohort of users that have a certain behaviour and ask them questions using **specially designed interactive creatives**.

OSK

Backed by Aroscop's data science (DART), audience and contextual cohorts (COMPASS), and programmatic advertising platform (DSP), the solution aims to create highly relevant target or test groups, reach the right users at the right time (based on several signals), and programmatically deliver interactive display ads to generate credible responses.



AROSCOP INSIGHTS SOLUTION SUITE BEHIND THE STUDY IE CREATIVES TO RECO. NUDUALS USING aski dart compass CONTENT & CONTER **AROSCOP DEMAND SIDE PLATFORM (DSP)**



Compass (Cohort based **m**edia **p**lanning and **a**udience **s**egmentation **s**ystem) allows identification of the right supply sources, domains, URLs, area of residence (urban vs rural), zones (north, south, east, west) and segments to approach for the study.



Dart (data analytics for response & targeting) maps the respondents to individual users providing rich data including demographics, location, income bracket, interests, intent and browsing pattern among other signals.



Targeted delivery of interactive (question) ads gives unprecedented control on who is participating in the research.

AROSCOP INSIGHTS SOLUTION SUITE – FEW USE CASES



QIOSC©P



OSK

Quick to launch

Roll out nationwide or targeted studies within 48 hours

> Scale as you need Expand your reach with a click of a button

Feed survey results into campaigns Retarget audiences to improve campaign ROIs



Actionable & scalable insights

Using lookalike audiences & data modelling

Hyper-segmentation

Micro-cohorts created based on multiple signals







GET IN TOUCH

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